



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3

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Memorandum

TO: Legislation Committee

DATE: November 7, 2008

FR: Executive Director

RE: Minority Citizens Advisory Committee Work Plan for 2009

Each MTC advisory committee reports to the Legislation Committee on its upcoming work plan, pursuant to MTC Resolution 3516. Attachment A to this memorandum is a report from the Minority Citizens Advisory Committee on their 2007-08 activities, and Attachment B is the committee's Work Plan for 2008-09.

MCAC has spent the past year focused largely on the long-range plan update. Through last year's creation of four subcommittees, MCAC also has been able to focus its work on outreach to disadvantaged-, small- and women-owned business enterprises; the Lifeline Transportation Program evaluation and program of new projects for the next cycle; the Transportation 2035 Equity Analysis, which it will review and provide comment on later this year; and assist with outreach and recruitment for the high school internship program.

MCAC Chair James McGhee plans to attend your November 14 meeting to give a recap of MCAC's work this past year and present their 2008-09 work plan.

Steve Heminger

ATTACHMENT A

2007-2008 REPORT TO THE METROPOLITAN TRANSPORTATION COMMISSION FROM THE MINORITY CITIZENS ADVISORY COMMITTEE

The Minority Citizens Advisory Committee has been busy this past year with a number of major projects that are on the Commission's agenda, one key project being the update of the region's long-range transportation plan. In addition to a subcommittee devoted to the Transportation 2035 Equity Analysis, an MCAC subcommittee reviewed the evaluation of the Lifeline Transportation Program. MCAC also continued its focus on contracting issues (outreach to disadvantaged-, small- and women-owned business enterprises) and the high school internship program.

In an effort to deal with multiple complex issues, MCAC created a subcommittee structure so that members might participate more fully on topics based on their interest and expertise with that topic. Below is a list of accomplishments of each of the subcommittees during the past fiscal year.

Contracting/Disadvantaged Business Enterprise (DBE) Subcommittee

- Reviewed the Draft FY 2007-08 DBE Participation Level Report
- Worked with MTC staff to organize and hold a DBE Outreach Workshop, hosted by the DBE Subcommittee chair, which was held on December 12, 2007.

High School Internship Subcommittee

- Worked to improve outreach for the program by soliciting employer agencies and publicizing the program earlier.
- Worked with staff to attract more student applicants, especially in counties farther out in the region. To assist in gaining more student applications, an MCAC member and MTC staff were interviewed for a Comcast public affairs program, which is hosted by an MCAC member. The resulting public service video outlined the internship program and gave some general information about MTC. The show was broadcast several times on various cable stations throughout the Bay Area in February 2008.
- Encouraged MCAC members, students and parents to attend the orientation for the high school internship program in June 2008 and the closing ceremonies in August 2008.
- Began work on possible improvements to next year's program, including tracking and staying involved with past student participants in the program.

Lifeline Subcommittee

- Provided comments to MTC staff on potential evaluation measures for the Transportation 2035 affordability objective.
- Provided comments on the administrative portion of the Lifeline Program Evaluation of the 05/06-07/08 funding cycle.

Lifeline Subcommittee (*continued*)

- Reviewed the draft of the administrative portion of the Lifeline Transportation Program Evaluation.
- Reviewed the draft Lifeline Transportation Program Guidelines for the second cycle of funding.

Transportation 2035 Equity Analysis Subcommittee

- Reviewed a comparison of equity analysis methodologies by other agencies.
- Discussed MTC's travel forecasting model and reviewed and commented on MTC staff's proposed methodology for the Transportation 2035 Equity Analysis.
- Provided comments to MTC staff on potential evaluation measures for the Transportation 2035 affordability objective.
- Provided comments on MTC staff's proposed equity indicators.
- Discussed the methodological approach for analyzing the RTP's financial investments in terms of equity, as well as potential analysis of transit service outputs.
- Discussed potential additional affordability policies for inclusion in the Joint Advisors' policy list for the Transportation 2035 Plan.
- Forwarded a recommended option for the Transportation 2035 Equity Analysis to the full MCAC for approval.
- Provided comments to MTC staff on the "cost per low-income household served" measure for the RTP Project Performance Assessment.
- Began a discussion of possible key questions that could be address through some sort of shorter-term equity analysis.

Additional MCAC Activities

Members of the Minority Citizens Advisory Committee also participated extensively in the Transportation 2035 process. MCAC had a strong presence at six joint advisor workshops held from January through June to provide comment on the T2035 Plan, and several members attended MTC's outreach workshops held in each of the nine counties during the month of May.

MCAC also provided comments on STA funding plans, and heard updates on San Francisco's Mobility and Access Pricing Study, ABAG's efforts to determine how best to benefit existing communities when creating transit-oriented development, and MTC's DBE program, Lifeline Program and Community-Based Transportation Plans.

ATTACHMENT B

MINORITY CITIZENS ADVISORY COMMITTEE 2008-2009 WORK PLAN

BACKGROUND

The advisory committee work plans provide staff with an indication of those issues/topics that members would like to see on their monthly agendas. As background information, MTC Resolution No. 3516, which lays out the role and responsibilities of the Commission's citizen advisory committees, states that each committee engages in three types of work:

- Provide formal input on decisions and actions pending before the Commission.
- Actively and independently research new initiatives that the committee believes might be relevant to the Commission.
- Receive updates from staff on transportation-related activities in the Bay Area.

WORK PLAN

The Minority Citizens Advisory Committee 2008-2009 Work Plan will continue to focus its objectives using a three-pronged approach adopted last year:

1. Outreach to Minority Communities – MCAC is interested in assisting MTC in increasing participation from communities of color, increasing the touch points throughout the community, and improving education about MTC in communities of color.
2. Policies – MCAC is interested in taking an active role in reviewing and making recommendations on MTC policies.
3. Investments – MCAC is interested in taking an active role in reviewing and making recommendations on MTC policies related to its investments.

In addition, last year MCAC implemented a new strategy of completing most of its work through subcommittees. Based on the interests of the committee members and on issues and topics that were on the Commission's agenda for the year, MCAC identified four subcommittees for the year. The subcommittees allowed members to become more knowledgeable in certain areas and focus on specific tasks. While it is more of a time commitment, MCAC saw benefit from the formation of this new structure.

Therefore, this work plan proposes the four subcommittees focus at a minimum on the following tasks and measurable objectives for the 2008-09 year.

Contracting/Disadvantaged Business Enterprise (DBE) Subcommittee

- Public Participation: Assist MTC staff in updating its contact data for minority-owned and small businesses and minority chambers of commerce
Measurable Objectives: 1) Submit at least five new entries from each county for MTC's contact database; 2) review MTC's chamber of commerce list for inclusion of minority chambers of commerce throughout the region.
- Continue to focus on ways to make the bidding process more accessible to minority and small contractors
Measurable Objective: Assist MTC staff in creating a one-page document of tips for new bidders.
- Assist MTC staff in continued outreach to minorities in professional services
Measurable Objective: MTC – in conjunction with the Business Outreach Committee (BOC) – will be holding quarterly transportation outreach events for minority and small businesses. Find at least one new minority or small business to attend each event.

High School Internship Subcommittee

- Assist MTC staff with encouraging more public agencies to fund a high school intern through the program
Measurable Objective: In 2008, MTC funded 27 high school interns, and BATA funded three. MTC/BATA partner agencies funded three additional high school student interns through the program. For 2009, triple the number of partner-funded interns (for a total of nine).
- Assist MTC staff in outreaching to more minority students to inform them of the internship program
Measurable Objectives: 1) Visit at least one school or youth organization within the communities of color in each of the counties with the least participation (typically Solano, Napa, Marin and Sonoma counties); 2) prior to February 2009, assist MTC staff in identifying at least five new community and/or faith-based youth organizations in communities of color in each county for inclusion in MTC's contact database (especially targeting African American and Latino males, who are most underrepresented in the program).
- Develop a means of continuing contact with students after they leave the program
Measurable Objective: Assist staff in developing a questionnaire or an e-survey to maintain contact with and acquire status updates on former interns.
- Encourage and interact with students during the program
Measurable Objectives: 1) Increase MCAC attendance and participation at opening and closing orientation; 2) encourage MCAC members to joint the High School Internship Coordinator in visiting at least three student interns on the job during the summer program.

Lifeline Subcommittee

- Participate in the county-level Congestion Management Agency (CMA) selection process for Lifeline-funded projects
Measurable Objective: Select an MCAC representative (if available) to participate in the selection process for each county that has a Lifeline Call for Projects. Provide feedback for future project selection.
- Become more familiar with the Lifeline Program and its projects in order to offer comments/suggestions to MTC
Measurable Objective: Organize at least two Lifeline project site visits for committee members.
- Participate in the creation of the Lifeline Program Evaluation
Measurable Objective: The Lifeline Program Evaluation is in the very beginning stages of development. The Lifeline Subcommittee will assist MTC staff in determining whether the program is achieving its goals.

Transportation 2035 Equity Analysis Subcommittee

- Review Draft Transportation 2035 Equity Analysis
Measurable Objective: Submit memo to MTC staff and Commission with comments on the Draft Transportation 2035 Equity Analysis before end of comment period (February 2009).
- Public Participation: Assist MTC staff in updating its contact data for minority media, faith-based organizations and community groups for future community outreach for the Regional Transportation Plan (RTP)
Measurable Objective: Submit at least five new community and/or faith-based organizations from each county for entry into MTC's contact database.
- Create an Equity Analysis Subcommittee to discuss future RTP methodology options
Measurable Objectives: The Transportation 2035 Equity Analysis Subcommittee will submit its comments on the Draft Transportation 2035 Equity Analysis and will conclude its work at that time. The members of this subcommittee recommend that a new subcommittee be formed for the following purposes: 1) Explore ways to improve the RTP equity analysis methodology and provide a status report in July 2009; 2) assist MTC staff in the development of a "snapshot" analysis of regional mobility (this exploratory research is in response to a direct request by MCAC and was supported by MTC's Executive Director and other advocates at a May 2008 roundtable discussion); 3) track other emerging issues related to equity, such as the use of funds collected from High Occupancy Toll (HOT) lanes, and comment as appropriate.